



## CRA Executive Director's Report, May 2018

The following Informational Report by Jorge Camejo, Executive Director, provides an update to the CRA Board on recent Beach and Downtown activities.

### Capital Improvement / Redevelopment

#### **Underground Utilities Phase III - Oklahoma to New Mexico Streets**

The contractor has completed Wilson Street reconstruction from A1A to Surf Road and moved to Harding Street. At Harding Street the contractor completed construction on both sides of the sidewalk and is now working on the road. FPL energized the new underground system for the Nevada and Nebraska loop. All private properties on these two streets were hooked up to facilitate construction of the parking garage at Nevada Street. Currently Oklahoma, McKinley, Roosevelt, and Wilson Streets roads and sidewalks are completed from A1A to Surf Road. Surf Road is completed from Oklahoma to Roosevelt Street. The street end at Oklahoma Street will be the first to be constructed after working out the final details with the adjacent property owners. The electrical contractor has installed conduits at the following streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, Wilson, Harding, Lee, Missouri, and Scott Streets. Conduits for connection of the private properties to the underground system were completed at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Final streetscape for Nebraska/Nevada will be completed once the garage is substantially complete. Directional boring is completed for all the streets. As the project progresses, residents and business owners will be kept apprised of project scheduling and the timeline for construction (New Mexico and New Hampshire Streets were completed over a year ago).

#### **Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage**

The final permit was issued and the groundbreaking took place on March 20<sup>th</sup>. The contractor removed traces of asbestos from the old building prior to its demolition on April 16<sup>th</sup>. In order to expedite the construction period, the Contractor was provided authorization to submit shop drawings for CRA review, and to proceed with a limited amount of work. Construction commencement is contingent upon removal of the overhead power lines by FPL. Kaufman Lynn provided their GMP (Guaranteed Maximum Price) to construct the parking garage and the CRA Board approved it at the July 3, 2017 meeting. The design includes approximately 304 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets.

#### **Hollywood Boulevard Streetscape Project**

After a long wait for pole replacement, the second shipment of poles arrived and was rejected due to poor quality. The vendor came to the April CRA Board meeting to explain the reason for the poor pole quality. The vendor assured the CRA Board that new poles will be sent in approximately five weeks. Once the poles arrive the project will be completed. The contractor will be replacing seven Royal Palms once suitable trees are found. Due to

the existing conditions, some adjustments were made in order to resolve conflicts where the contractor encountered underground utility lines that were not located by the locating company. The contractor is trying to minimize the inconvenience to the public and adjacent businesses. Directional boring, which involved the placement of conduits for electric supply lines and for wiring the CCTV cameras, is complete. The design for the Hollywood Boulevard Streetscape Project includes new landscaping, festoon lighting, light curtains, and four new poles with CCTV cameras fully coordinated with the Hollywood Police Department. 51 new trees are being added as part of this project. Burkhardt Construction Inc., as the CM@Risk contractor for this project, informs the businesses along the corridor about the upcoming construction in an attempt to avoid conflict and coordinate appropriately.

### **A1A Streetscape**

The FDOT contractor continues with demolition of the existing sidewalk on the east side of A1A and reconstruction of the new sidewalk. Type F curb has been installed and placement of pavers will take place soon. Removal of all the landscape medians allows the contractor to shift the traffic to one side of the road while constructing the other side. Construction of each side will include construction of two lanes and the sidewalk. Construction MOT configurations have been adjusted based upon Police Department input and community feedback. Future adjustments are being coordinated with FDOT. CRA and City staff attend construction meetings with FDOT to coordinate the construction, which will last about one year. Coordination is needed since the CRA has an ongoing streetscape project along A1A and the future new parking garage project at Nevada Street. The project consists of undergrounding the overhead lines and streetscaping. The portion that FDOT bid-out includes the road overlay with asphalt, sidewalks, and placement of conduits for future street lighting. CRA staff tested out paver patterns and street lighting for the A1A streetscape project, and made the final selection after experimenting with various types of materials. Fixtures were chosen to meet photometric requirements for pedestrian lighting.

## **TIFF Grant Programs**

The CRA currently has 16 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 6 in the Downtown CRA Area and 10 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

## **Business Recruitment, Retention, Expansion & Private Investment**

Staff continues to work closely with City staff and private property owners in an effort to secure new quality tenants and redevelopment projects. The office market has been a priority; however, we also support the strengthening of quality residential redevelopment projects, and the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown's economic growth, cultural vibrancy, and resiliency.

CRA staff is currently working on a comprehensive overview of occupancy in Downtown Hollywood and will provide a report within the next few weeks. New tenants that recently opened in Downtown Hollywood include LA Media Group (service), Oz Leasing (service), Jr. B's (restaurant), Ask the Angels (retail), DJ Academy (service), and My Circus – Deli by Day, Tapas by Night (restaurant).

The CRA and City of Hollywood Division of Economic Development have continue to partner on initiatives, and will be sponsoring, hosting a booth and attending the International Council of Shopping Centers' (ICSC) Florida Conference & Deal Making event on August 26 - 28, 2018 at the Orange County Convention Center. ICSC's mission is to ensure the retail real estate industry is broadly recognized for the integral role it plays in the social, civic and economic vibrancy of communities across the globe. It has over 70,000 members and is considered to be one of the foremost leaders in the commercial real estate industry.

## Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 20 Certificates of Use in March:

1. Indiguq Hair, LLC, 1848 Polk Street (retail)
2. Dr. Ana's Scooters & Bikes, Inc., 750 N. Dixie Hwy. (sales)
3. Card USA, Inc., 201 N. Ocean Drive, 2nd floor (office)
4. Papel and Company LLC, 2033 Tyler Street (office)
5. Italian American Civic League of Broward County, 700 South Dixie Hwy. (social club)
6. Euphoric Smoke, LLC, 1940 Harrison Street #303 (office)
7. Circ Hotel, 1780 Polk Street (hotel)
8. US Cyber Forces, Inc., 2028 Harrison Street (office)
9. Spinway Miami, 1780 Polk Street (bike rental)
10. Aussie Girls LLC dba My Circus, 1917B Hollywood Boulevard (restaurant)
11. Airbrush by Andrew Ryan, 2028 Harrison Street (personal services)
12. Eveylyn Oilnc / Ankara Delights, 509 S. 21st Avenue (retail)
13. FMS, Financial Management Services LLC, 1720 Harrison Street (office)
14. Remax on the Beach, 201 N. Ocean Drive (office)
15. Azur at the Wave, 2501 S. Ocean Drive (restaurant)
16. Sosa Autobody and Paint, Inc., 540 S. Dixie Hwy. (automotive repair)
17. Mas Autos LLC, 509 S. 21st Avenue (car dealership)
18. Uniqu Color Inc., 2039 Tyler Street (hair salon)
19. Azur dba Sushi Room and Mama Mia, 1818 S. Young Circle (restaurant)
20. Puffles88, Inc., 349 Johnson Street (restaurant / café)

## Special Events

The CRA continues to support and produce the following monthly events: the 3<sup>rd</sup> Saturday ArtWalk, which includes the Artisan Market, Downtown Hollywood Mural Project Tour and Impulse Art; Full Moon Drum Circle at ArtsPark; Dream Car Classic Car Show on the 1<sup>st</sup> Sunday of every month; and Global Meditation at ArtsPark.

The fifth annual Salsa Festival was held on Saturday, April 7<sup>th</sup> at the ArtsPark. An estimated 10,000 patrons attended the show.

A meeting is being scheduled for the selection committee to meet and to review the submissions for the revised RFP for the ArtsPark Concert Series.

## Murals / Public Art Initiatives / Creative Placemaking

Two new murals are currently in progress:



Alice Mizrahi, 2032 Hollywood Boulevard (art in progress)



Vicki Pierre, 1922 Tyler Street (rendering)

## Maintenance

**Downtown** - In March, Block By Block staff spent 59 hours on special projects, removed 153 graffiti tags from public property, collected 8,726 lbs. of litter, collected 264 palm fronds, and returned 37 shopping carts to their place of origin.

**Beach** - In March, 1,680 operational hours were clocked by beach maintenance staff. Of those hours, 1,132 were dedicated to trash removal from the beach, and 124 hours were spent cleaning the shower areas.

## Code Enforcement

The CRA staff works closely with both the CRA and City of Hollywood Code officers in an effort to address Code Enforcement related issues within the CRA Districts.

In March, 129 on-view violations were issued. This reflects only the CRA Enhanced level of Code Enforcement.

## Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, March 2018: 10,679 passengers. The Downtown/Beach North line had 3,162 passengers, the Downtown/Beach South line had 5,448 passengers and the Beach Line had 2,069 passengers.

Train to Trolley Shuttle ridership, March 2018: 777 passengers.

### Young Circle Moving Forward

Data collection devices were installed from April 2 to April 17, 2017 at different locations. CRA staff, Marlin and Toole Design Group are working together setting up kick-off meetings with FDOT and Broward MPO. Data analysis will be presented at such meetings as part of the initial data evaluation phase.





### **SFTOD Grant - Station Area Master Plan**

Work-in-Progress: The Treasure Coast Regional Planning Council (TCRPC) staff continues to work on the market analysis and details of the report and plans to submit a draft to CRA/City staff after the May's Board meeting for review and discussion.

For more information and updates: [www.hollywoodcra.org/CLSMP](http://www.hollywoodcra.org/CLSMP)

## **Marketing and Visitor Services**

### **Social Media**

Twitter: 44 new followers (total 2,006); Instagram: 56 new followers (total 1,651); Facebook: 79 new likes (total 5,500).

The new "Florida's Hollywood" mobile app has logged 21 new downloads.

### **Articles Generated from FAM Tours**

Travel + Leisure

[www.travelandleisure.com/partner/greater-fort-lauderdale/127524?prx\\_t=CU8DAgMcaAGbYLA&ref=brandtale](http://www.travelandleisure.com/partner/greater-fort-lauderdale/127524?prx_t=CU8DAgMcaAGbYLA&ref=brandtale)

She's On The Go (blog)

[www.shesonthego.com/general-travel/travel-photography/fort-lauderdale-instagram-hot-spots/](http://www.shesonthego.com/general-travel/travel-photography/fort-lauderdale-instagram-hot-spots/)

### **Visitor Services**

Visitor Services staff assisted 1,456 visiting guests and local residents in March.

### **Diamond Tours Inc. Buses**

Our staff greeted and welcomed 170 visitors in March.

### **International Visitors by County of Origin**

We welcomed guests from 9 different countries in March. Compared to last year our International Market was less diversified, and the numbers decreased significantly. Canada 83.44%, Argentina 7.01%, France 2.55%.

### **Domestic Visitors**

In March, we welcomed guests from 18 different states. The top states were: Michigan 15.24%; Pennsylvania 13.33%; Florida & New York 12.38%

**40.84% of the total visitors surveyed were staying at a local hotel in March.**

## **CRA Board Meeting Results – 4/4/2018**

**R-CRA-2018-11** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of March 7, 2018.

Result: Passed 6-0. Chair Levy was absent.

**R-CRA-2018-12** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Authorizing Appropriate CRA Officials To Issue The Attached Blanket Purchase Order Renewing The Agreement With EDJ Tree Service, LLC, For Tree Trimming Services On Hollywood Beach, For An Aggregate Amount Of \$142,000.00 (An Estimated Annual Expenditure Of \$71,000.00).

Result: Passed 6-0. Chair Levy was absent.